

## Healthy Works / Communities Putting Prevention to Work

### iCommute Healthy Works Projects

With support from Healthy Works, the SANDAG iCommute program developed active transportation programs and promotional activities for commuters and students region wide. SANDAG expanded Bike to Work into a month-long celebration for the first time, featuring a corporate challenge, bicycle education and safety courses, and a Tune-Up Time event that helped prepare cyclist for Bike to Work Day by providing free bike maintenance inspections.



May 2011 Bike to Work highlights include:

- 57 organizations and about 150,000 employees competed in the month long corporate challenge
- Nearly 1,500 employers, community groups and local jurisdictions participated in bicycle education and safety courses offered at no cost by the League of American Bicyclists certified trainers from the San Diego County Bicycle Coalition
- 75 pit stops were organized on Bike to Work Day (May 20, 2011) throughout the region, the largest number of pit stops to date, including the first bi-national pit stop in San Ysidro and Tijuana offering respite and refreshments to more than 6,000 bicycle commuters
- 20% increase in bicycle participation from Bike to Work Day 2010
- 30% of participants were women, the largest percentage of women participants to date
- Students celebrated Bike to Work Day for the first time through biking to school programs with support from iCommute. Encinitas School District encouraged youth to bike to school on May 20, 2011, and Flora Vista Elementary alone had over 90 students bike to school
- 11,405 bicycle commute trips totaling 83,968 miles were tracked in the iCommute on-line system as a result of the Bike to Work campaign. As a result, reductions in vehicle miles traveled contributed to:
  - 4,031 gallons of gasoline not used, or equivalent to 84 barrels of oil
  - 3 million calories burned
  - \$14,722 saved due to reduced fuel consumption
  - 35,836 lbs. of CO2 emissions reduced

iCommute also expanded the SchoolPool program to include walking and biking to school, and coordinated the first Walk, Ride, and Roll to School campaign in October 2011 to increase the number of children safely walking and biking to school, raise awareness of the benefits of walking and biking, and help combat childhood obesity.

SchoolPool highlights include:

- 68 schools and over 1,000 parents enrolled in SchoolPool for the 2011/12 school year. This is up from 40 schools and 420 parents during the 2010/11 school year
- 22 schools representing nearly 15,000 students participated in the Walk, Ride and Roll to School campaign
- Over 5,500 students participated in the first regional Walk and Bike to School Day with support from iCommute
- Overall, participants in the month-long challenge logged a total of 15,674 miles in the iCommute on-line system during October. Grand prize winner, Chollas-Mead, logged 4,642 walk or bike trips; second place winner, Knox Middle, logged 2,990 trips; and third place winner, Horton, logged 2,901 trips
- Nearly 32 bike and pedestrian safety and skill building courses were taught to 1,743 students

